

How to make many TASTY DISHES



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*£100 in prizes
See page 12*

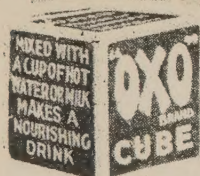
This New Wharf Property is situated on the South bank
of the River Thames near Blackfriars Bridge and
opposite H.M.S. President.

WHARF

OXO NEW



22501440928



Head Office :
Thames House, London.



A World-wide Undertaking

When you buy a tin of Oxo Cubes, or a bottle of Oxo, across the counter, do you ever wonder what science, labour, organization, financial and material resources are essential for the production of this food-commodity ?

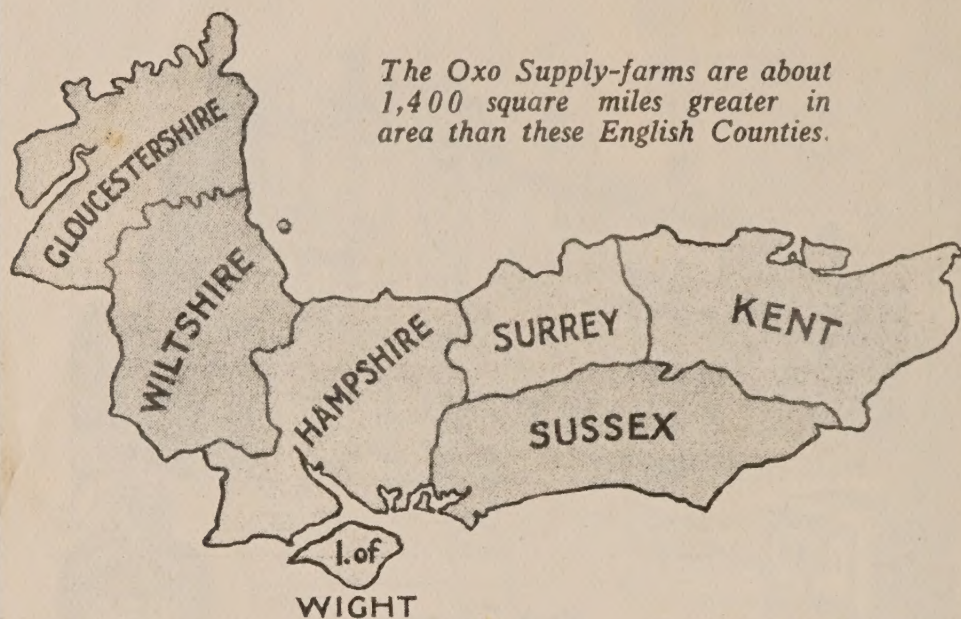
Can you visualize the immensity of the supply-farms ? The vast herds of cattle, the care, attention, the thousands of skilled men which they need ? The busy factories and warehouses ; the ocean and river transport ; the numerous distributing agencies here and overseas ; the scientific experts, office staffs, and salesmen ? In fact all that goes to form that vast industrial enterprise which has made Oxo a household word, even in towns and cities of far-off lands ?

Then this little book will be of service to you ; and help you, also, to appreciate the value of Oxo in every-day life.

Build up your strength with OXO

MO
PAM

QT 235
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Nearly 10,000 Square Miles of Supply Farms

From the earliest days the Company recognised the necessity of having its own cattle resources and supply farms:—(1) It made them independent of world-shortages of beef; (2) they could be assured of raw material of the highest quality.

But vast as the Oxo herds and cattle-farms always were, the growing demand for Oxo and its allied food-products so strained their resources that from time to time more land and cattle had to be acquired, until to-day, when Oxo has become a staple commodity, they represent the largest British-owned cattle-resources in the world.

Countless Herds of Cattle

Imagine upwards of 500,000 cattle filing past you one by one! How long do you think it would take them to pass? About nineteen days, or nearly three weeks, travelling day and night! That will give you some idea of the meaning of half-a-million cattle—the extent of the herds maintained on the Oxo Supply-farms—fine healthy beasts in good condition.

OXO is "Meat and Drink" to you



H.R.H. The Prince of Wales visits the Oxo Ranches

In the above reproduction the Prince of Wales is seen planting an oak tree in commemoration of his visit to the Oxo Supply-farms in South America. During his visit he inspected every phase of the work and organization of this vast industry.

£1,000 and upwards for Pedigree Cattle

Well-bred beasts in prime condition are the source of the best quality beef-extract. The quality and flavour of Oxo are the chief reasons for its wide popularity; and, to maintain these features, no expense is spared to standardize, by scientific breeding and the judicious influx of pedigree blood, the highest strain of cattle in the Oxo herds—pedigree Hereford, Polled Angus, and Sussex being shipped in large numbers from famous breeding establishments to the overseas ranches.

OXO—Better than Beef Tea

**SILVER
CHALLENGE
TROPHIES**



**PRESENTED BY
OXO
LIMITED**



Silver Trophies

These magnificent Challenge Trophies are further evidence of the Company's interest in the breeding of first-class livestock. They were presented respectively to three of the Great Herd Societies, viz., Hereford, Sussex, Aberdeen Angus—for annual competition at the Royal Agricultural Society's Show.

The trophies, each about 17 inches long by 18 inches high, are wrought in solid silver, beautifully modelled and mounted on silver-mounted ebony plinths.

Certified by Laboratory Tests

From the raw material to the finished product, Oxo, in each process of its manufacture, is under scientific control. Analytical chemists certify its uniform quality and absolute purity, so that the public can be satisfied it is buying the best concentrated beef it is possible to produce.

OXO—The Goodness of Beef



An Oxo Laboratory

Doctors, Nurses, Health and Welfare Societies, and others, who visit the Oxo Factory in London in large numbers, have personally endorsed the high standard of hygienic conditions and general equipment maintained in every department.

Oxo in Hospitals

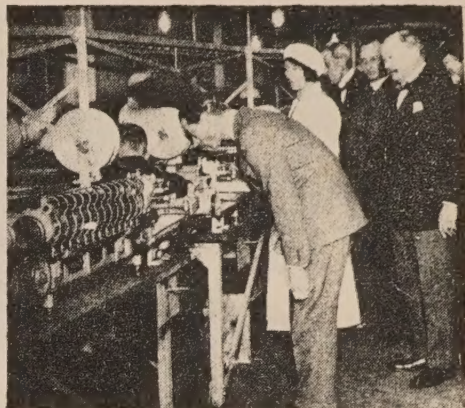
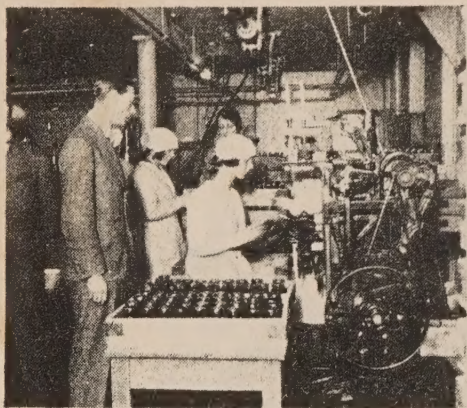
Hundreds of Hospitals, Sanatoria, and Public Institutions, use Oxo in large quantities. It is a great economy, and also dietetically superior to beef-tea.

The Athlete's Training Diet

Many record-breaking feats in all branches of Athletics have been won by men who have made Oxo an essential part of their training diet.

Remarkable evidence of the wonderful power of Oxo to promote strength and stamina is shown by the fact that for *eight* years in succession the F.A. Cup has been won by an Oxo-trained team.

OXO—Concentrated Energy of Beef



Inspecting a bottle-labelling machine — an Oxo cube wrapping machine

H.R.H. The Duke of York visits the Oxo Factory

The importance of Oxo Limited as a world-industry was recorded by the visit of H.R.H. the Duke of York to the London Factory. The interest of His Royal Highness in welfare work is well-known, and he showed a keen appreciation of the Company's achievements.

Oxo War Memorial

A notable event in the history of the Company was the presentation by Oxo Limited of a stained glass window to Southwark Cathedral—"In undying memory of their men who fell in the Great War, 1914-1919."

This beautiful window was unveiled by General Lord Horne, and dedicated by the Bishop of Southwark in the presence of the Directors and some 1,200 members of the London Staffs.



OXO—A real Health Assurance

Oxo's New Thames Wharf

The increasing demand for Oxo and its allied food products has necessitated the acquiring of new wharf and warehouse accommodation. The site chosen is on the south bank of the river Thames, opposite H.M.S. "President." It will have a floor space of some six acres, with a river frontage of nearly 100 yards. The building, when completed, will become an imposing landmark on the historic river. (See page 2 of cover.)

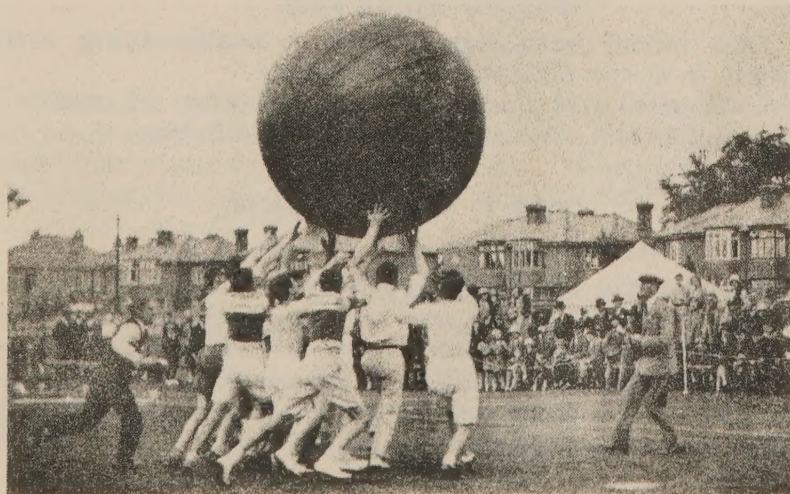
Oxo at Play

The Directors of Oxo Limited have shown in many ways their desire to further the welfare of their employees, but in no more striking instance, perhaps, than the provision of a 21-acre Sports Ground in the county of Kent.

The ground contains ample facilities for cricket, football, hockey, netball, and contains no fewer than 15 tennis courts. There is a large pavilion for dances and concerts; while for camping-out parties a well-equipped hut is provided.

Oxo Sports Day is looked forward to with keen anticipation every year. Hundreds of entries are always forthcoming, and much friendly rivalry is evinced in the many events.

The Oxo Sports Club has also a flourishing Dramatic Section which draws large and appreciative audiences to its excellent performances.



It's BEEF that Counts !



Invalid Recipes

An Oxo diet gives easily assimilable nutriment, and at the same time gently stimulates the digestive organs to resume their natural functions, thus hastening the patient's recovery.

NOTE.—One teaspoonful of Oxo is equivalent to one Oxo Cube or a quarter teaspoonful of Lemco.

OXO WITH HOT MILK

1 teaspoonful Oxo. $\frac{1}{2}$ -pint hot Milk.
Squeeze of Lemon (if desired).

Oxo mixed with hot milk is a health-giving easily-digested food for children and invalids.

Oxo gets over the digestion difficulty by rendering the casein in the milk more readily assimilable.

PORT WINE TONIC

1 teaspoonful Oxo. $\frac{1}{2}$ -pint Port Wine.

Dissolve the Oxo in a very little hot water, then mix it with the port wine, and give a wineglassful once or twice daily. This is an excellent restorative and invalid tonic. It is remarkably beneficial in cases of extreme exhaustion where the cardiac energy of the patient is low. It stimulates without causing reaction.

OXO is "Meat and Drink" to you

EGG AND SHERRY

1 wineglassful of Sherry.

1 Egg.

$\frac{1}{2}$ -teaspoonful Oxo.

Mix the Oxo with a minimum of hot water. Add it to the Sherry. Beat up the egg well, and add the Sherry and Oxo.

EGG PUDDING

1 $\frac{1}{2}$ teaspoonfuls Oxo.

1 tablespoonful Bread Crumbs.

2 Eggs.

Pepper and Salt.

Beat up the eggs well, and add the Oxo. Season to taste, and pour the mixture over the bread crumbs. Let it stand for half-an-hour. Butter a pie-dish, pour in mixture, and bake slowly for 20 minutes; or, if preferred, it can be steamed for half-an-hour in a basin.

MEAT JELLY

Cold Meat.

1 oz. Sheet Gelatine.

4 teaspoonfuls Oxo.

1 pint hot Water.

Parsley.

Salt and Pepper.

Chop finely the remains of any cold meat, season with salt and pepper. To the hot water add the Oxo and gelatine, put the meat into it, and let it come to the boil, pour into a mould, and when cold turn out, and garnish with parsley.

ARROWROOT JELLY

1 tablespoonful Arrowroot.

2 teaspoonfuls Oxo.

Mix arrowroot with two tablespoonfuls cold water. Put the Oxo, a good pinch of salt, and flavouring of lemon, into an enamelled saucepan containing $\frac{3}{4}$ -pint of boiling water. Stir the boiling Oxo into the mixed arrowroot, and let the whole simmer for ten minutes. Pour into a mould to set.

INVALID JELLY

1 oz. Gelatine.

3 teaspoonfuls Oxo.

Wineglassful Sherry.

Dissolve the gelatine and Oxo in a pint of boiling water, and when quite dissolved add the sherry. Pour into an oiled mould, and stand in a cool place to set. When cold, turn out into a glass dish, and serve either alone or with dry biscuits.

BLANC MANGE

1 oz. Isinglass.

1 pint Milk.

1 Egg.

1 teaspoonful Oxo.

Heat the milk, mix with it the Oxo, isinglass and whipped egg, then beat together until the isinglass is thoroughly melted. Pour into a mould, and leave until set.



Tasty Dishes easily Prepared

Oxo enriches your dishes with prime Beef stock. It adds nutriment and flavour. Convenient and economical, Oxo is concentrated Beef at its Best.

NOTE.—One Oxo Cube is equivalent to one teaspoonful of Oxo or a quarter teaspoonful of Lemco.

KIDNEY SOUP.

3 Oxo Cubes.	1 oz. Butter or Dripping.
$\frac{1}{2}$ -lb. Ox Kidney.	1 tablespoonful Rice.
$\frac{1}{2}$ -lb. lean Beef.	1 quart Water.
	1 Onion.

Mince the kidney and beef. Peel and slice the onion. Melt the butter and stir in Oxo, kidney, beef and onion. Add water and seasoning and simmer for three hours. Pass through sieve, re-heat and serve.

TOMATO CREAM.

3 Oxo Cubes. 2 tablespoonfuls Tomato Ketchup. A pinch of Salt.
A little Cayenne Pepper.

Add together all ingredients, and simmer for 20 minutes. Add sufficient cornflour to thicken to a cream consistency.

Too many cooks spoil the broth—
OXO makes it!

OXO—The GOODNESS of Beef

CORNISH PASTIES.

1 lb. Flour. 6 oz. Lard or Dripping.
1 teaspoonful Baking Powder. 1 good teaspoonful Oxo.

Mix the Oxo with a $\frac{1}{4}$ -pint of hot water, and having made the pastry roll out thin, cut into rounds, and then fill with:—

6 oz. Steak. 6 oz. Potatoes (boiled). Finely chopped Onion.
1 Oxo Cube mixed with 2 tablespoonfuls hot Water.

Close up, brush over with egg, bake about half-an-hour. Put into a hot oven first to set the paste, and then remove to the coolest part of the oven.

BAKED MINCE ROLL.

Use any scraps of cold meat, tongue, ham, etc. Pass through a mincing machine, and add about one-third fine breadcrumbs. Season with chopped mushrooms if available, 1 Oxo cube mixed with 1 gill of hot water, chopped parsley, pepper and salt. Beat up an egg, and add it to the mixture. Then make a short crust and lay the meat on it. Fold pastry over so as to form a neat roll. Bake 20 minutes and serve with gravy made with $1\frac{1}{2}$ Oxo Cubes and $\frac{1}{2}$ -pint of hot water.

SAVOURY MUSHROOMS.

$\frac{1}{4}$ -lb. Mushrooms (peeled and cut). 1 oz. Butter.
Pepper and Salt. 1 teaspoonful Flour.
1 Oxo Cube. Buttered Toast. Little Parsley for garnishing.

Fry the mushrooms in butter, stir in flour and the Oxo dissolved in $\frac{1}{4}$ -pint hot water. Stir until it boils, and spread over buttered toast, or pour into a dish and serve with sippets of dry toast. Garnish with parsley.

MOCK SWEETBREADS.

$\frac{1}{4}$ -lb. cold Veal or white meat. $\frac{1}{4}$ -lb. Ham or Bacon.
Pinch of Mace or Lemon Rind. 1 teaspoonful chopped Parsley.
1 Egg. Pepper and Salt.

Mince the meat, stir in egg yolk, and form into oval shapes, being sure there are no cracks. Spread over with beaten white of egg, roll in breadcrumbs, press them in. To make the sauce: Mix 2 Oxo Cubes with $\frac{1}{2}$ -pint of hot water, $\frac{1}{2}$ -oz. butter, $\frac{1}{2}$ -oz. flour, small pieces of carrot, turnip, onion, pepper, salt, bay leaf, and two cloves. Fry onion brown in butter. Remove the onion. Stir in flour, fry brown. Add Oxo and other ingredients cut small or grated if wanted quickly. Boil until tender and strain. Put the shapes into the boiling sauce, and stew half-an-hour. Serve on toast, or with a wall of mashed potatoes.

OXO PARSNIPS.

Parsnips. 1 Egg.
2 oz. Breadcrumbs. 2 Oxo Cubes. Frying Fat.

Wash and boil parsnips in salted water, then scrape and mash. Dissolve Oxo Cubes in a little hot water. Beat up egg, add the Oxo and breadcrumbs. Form into balls and fry in hot fat. Serve with brown sauce made with Oxo.

The **OXO** Habit

THE PERFECT "11 O'CLOCK"

The habit of 11 o'clock Oxo is proving an immense benefit to thousands. Hot Oxo is a splendid pick-me-up. It promotes warmth and vitality just when you need them most.



THE SCHOOL LUNCH

Extra nourishment is essential to withstand the strain of school lessons. That is why the habit of hot Oxo or Oxo with hot milk, at "Break" is fast becoming widely adopted. Children love Oxo. It provides in an easily digestible form the valuable properties of beef which their growing bodies need.

THE OFFICE LUNCH

Here again hot Oxo with biscuits, or an Oxo sandwich, is a perfect meal. Oxo is good for brain and body—makes you more alert—free from fatigue, and from that sluggishness which frequently follows a heavy meal. A thermos flask is useful if hot water is not available.



THE BEST "NIGHTCAP"

The finest tonic in the world is a good night's sleep after a cup of hot Oxo. Oxo, or Oxo with milk, the last thing at night, is rapidly becoming a national habit. It soothes the nerves and assures sound, refreshing sleep.

£100 IN PRIZES

FIRST PRIZE—£50. SECOND PRIZE—£25. These prizes will be given for the best Oxo recipe.

1. Each recipe must be enclosed in a fully stamped envelope addressed to Oxo, Thames House, London.
2. 12 Oxo Cube Outside.
3. All recipes must be received by post, and prizes will be given by post.
4. The result will be published by post, and prizes will be given by post.
5. All recipes, whether written or dictated, must be sent into in regard to this competition.
6. No employee of Oxo is eligible to compete.

OXO is "Meat and Drink" to you

a World-wide Benefit



STRENGTH FOR INVALIDS

Oxo provides the nourishing as well as the stimulating ingredients of fresh, lean beef in a readily assimilable form. It is most appetising in flavour, and frequently can be taken when other foods nauseate.

COLD, WET WEATHER

In this climate you *must* drink Oxo. The Oxo habit builds up nerve, tissue, and muscle to resist climatic changes, and the debilitating effects of cold and damp. It is beef that counts. Beef is the foundation of nervous and muscular energy. Oxo is concentrated beef at its best.



NIGHT WORK

The great value of Oxo for all who have to undergo the strain of night work is its power to remove fatigue, and to promote warmth, and vitality. The Oxo habit is a splendid safeguard against colds and chills. Oxo can be kept hot all night by using a thermos flask.



OXO SANDWICHES

Piquant and delicious Oxo sandwiches are quickly made by mixing a little Oxo with the butter, and spreading it on thin slices of bread or toast. Oxo sandwiches make a perfect meal—appetising and sustaining. Try them with cheese, egg, or mustard and cress.

Prize—£25. THIRD PRIZE—£10. Five £1 prizes, and Twenty 10/- prizes, and 100 5/- prizes.

CONDITIONS.

Written, with name and address in BLOCK LETTERS, and enclosed with 12 Oxo Cube Outside Wrappers, and posted to "Recipe, Oxo Ltd., 4." Particular regard will be paid to economy and originality. Entries must be enclosed in respect of each recipe sent. Entries must be received not later than April 30th, 1929. The Daily Express, on June 11th, 1929. Prize-winners will be notified and despatched as soon after the closing date as possible. Prizes, if not claimed, or otherwise, will become the property of Oxo Limited. Entries will be allowed to compete, and no correspondence can be entered into. On all matters the decision of Oxo Limited shall be final and binding.

Build up your strength with OXO

AUSTRALIAN PIE.

1 lb. cold roast Mutton.	1 large Onion.
Pepper and Salt.	Slices of Bread.
1 oz. Dripping.	2 tablespoonfuls Flour.
$\frac{1}{4}$ -teaspoonful Baking Powder.	1 Egg.
$\frac{1}{4}$ Oxo Cubes.	$\frac{1}{2}$ -pint Milk.

Put a few slices of mutton at the bottom of a good sized pie dish; sprinkle with minced onion, pepper and salt, and cover with bread. Repeat the process until the dish is full. Spread top slice thickly with dripping; moisten with $\frac{1}{2}$ an Oxo Cube mixed with hot water. Mix the remainder of the Oxo with $\frac{1}{2}$ -pint hot water, make into a batter with the flour, milk and baking powder. Pour into a pie-dish, and bake in a moderate oven for $\frac{3}{4}$ -hour.

TASTY SUPPER DISH.

Boil as many eggs hard as required; remove shells, and dip in flour. Make a Panada of 1 oz. butter, 1 oz. flour, $\frac{1}{4}$ -lb. cold minced meat, pepper, salt and a few breadcrumbs. Moisten with a little boiling water; spread on a plate to cool. Then roll the eggs up in it; brush over with egg and roll in breadcrumbs. Fry in a basket and serve with Oxo gravy. Sausage meat may be used if desired.

LENTIL SOUP.

$\frac{1}{2}$ -pint Lentils.	2 Oxo Cubes.
1 Onion.	Salt, Pepper.
1 oz. Butter.	1 quart Water.

Soak the lentils for 24 hours. Peel and slice the onion. Melt the butter in a pan, add the Oxo, lentils and onion and stir for 5 minutes. Add water and a little salt, and boil until lentils are thoroughly cooked. Pass through sieve and season to taste, then return to pan and re-heat. Serve with fingers of toast.

HARICOT BEAN SOUP.

3 Oxo Cubes.	1 oz. Dripping.
$\frac{1}{2}$ -lb. Haricot Beans.	1 quart Water.
1 Onion.	$\frac{1}{2}$ -pint Milk.

Soak beans in water for 24 hours. Peel and slice the onion. Melt the dripping with the Oxo and stir in the beans and onion. Add the water and a little salt and allow to boil until beans are soft. Pass through sieve. Then add milk and seasoning and bring to boil.

FONDUE.

A delicious fondue is made by melting $\frac{1}{2}$ -lb. cheese with 1 or $1\frac{1}{2}$ oz. butter and an Oxo Cube added to a very little water stirred into it.

VEGETABLE SOUP.

3 Oxo Cubes.	1 tablespoonful Pearl Barley.
Bones.	1 quart Water.
Carrot, Turnip and Onion.	Green Peas (if in season).

Boil the bones in the water with a little salt and skim well. Add the vegetables (peeled and cut into dice), the peas (shelled), and the barley (well washed). Simmer for 2 hours, first adding the Oxo. Then remove the bones and serve.

GIBLET SOUP.

2 sets of Giblets.	2 Oxo Cubes.
Mace.	1 Carrot.
1 Onion.	Sweet Herbs.

Wash, scald and cut up giblets. Break bones of necks, and divide heads in two. Boil up gradually in 1 quart water, skim once or twice, add seasoning, mace, herbs, carrot, and onion and Oxo Cubes. Simmer for 2 hours, then remove giblets and thicken with flour and milk. Serve soup and meat together.

SAVOURY FAGGOTS.

2 Oxo Cubes.	1 tablespoonful Fray
1 cupful Fray Bentos	Bentos Suet.
Corned Beef.	1 teaspoonful Mixed Herbs.
Breadcrumbs.	Dripping and Flour.

Pour the boiling water over the Oxo in a bowl and add as many breadcrumbs as will be absorbed. Mince the beef and mix with the suet, together with herbs and a teaspoonful of flour to bind. Mix these well with the breadcrumbs and form into small flat cakes. Cook to a golden brown in greased frying pan and serve.

CROQUETTES.

Teacupful Rice.	Salt.
An Onion.	Pastry.
Sweet Herbs.	1 Oxo Cube.
	Pepper.

Boil the rice, flavour it with the onions minced, add a little sweet herbs, pepper and salt, and Oxo, mix well together. Roll the pastry thin, and cut it into rounds. Then with the pastry make the mixture into croquettes, roll in breadcrumbs or flour, and fry till a golden brown.

POTATO CROQUETTES.

1 lb. cold steamed Potatoes.	1 oz. Butter.
2 Oxo Cubes.	1 Egg.
Frying Fat.	Breadcrumbs.

Mash the potatoes well. Melt butter with Oxo in a pan and stir in potatoes with seasoning. Make into balls with the hands dipped in flour. Coat with egg and breadcrumbs and fry to a golden brown. Drain, and serve garnished with chopped parsley.

LENTILS.

2 Oxo Cubes.
1 large Onion.
1 cup Rice.

1 pint Lentils.
1 oz. Dripping.
Tomato Sauce, if liked. Seasoning.

Boil 1 pint of lentils until tender. Slice, and fry the onion, add to the lentils, and add the Oxo, seasoning to taste. Stir well, and simmer $\frac{1}{4}$ -hour. Add tomato sauce, if liked, and stir. Boil the rice until tender. Drain well. Put lentil mixture in very hot dish, and serve with a border of rice.

STUFFED ONIONS.

6 Spanish Onions.
2 oz. Sausage Meat.

3 Oxo Cubes.
2 oz. minced Kidney.

Peel the onions and steep them for an hour in boiling water with a little salt. Mix the meat and kidney, and season. Remove the centres from onions and stuff with the mixture. Place in a pan and cover with gravy made from Oxo and boiling water. Stew slowly until tender.

JELLIED BRAWN.

2 Oxo Cubes.
 $\frac{1}{4}$ -lb. minced Beef.
 $\frac{1}{4}$ -oz. Gelatine.

1 dessertspoonful Ketchup.
 $\frac{1}{4}$ -teaspoonful minced Parsley.
A squeeze of Lemon Juice.

Pepper and Salt.

Make a nice gravy by mixing the Oxo in $\frac{3}{4}$ -pint hot water. Season with ketchup, lemon juice, pepper, salt, and minced parsley. Dissolve the gelatine in it. Stir in the minced meat. Wet a mould or pudding basin, and pour in the mixture. When cold turn out and decorate with parsley and watercress.

HOT POT.

1 lb. Neck of Mutton or Gravy Beef.
2 Onions.
 $\frac{1}{4}$ -pint Water.

3 Oxo Cubes.
2 lb. Potatoes.
1 oz. Dripping.

Cut the meat into chops, place in frying pan and brown quickly on both sides. Peel and slice potatoes and onions and lay with meat in alternate layers in pie dish, have potatoes at the top and the bottom. Season each layer. Place the dripping in pieces on the top, add the water in which is mixed the Oxo, and cover the whole with greased paper. Bake in a moderate oven for an hour, remove paper and bake $\frac{1}{2}$ -hour to brown potatoes on top.

PASTIES.

Thick slice Bread. 1 teaspoonful dried Herbs or chopped Parsley.
1 large Tomato. 2 oz. Margarine or Dripping.
2 Oxo Cubes. Pepper and Salt.

Finely crumble bread into basin, cut up tomato (skinned), mix margarine, pepper, salt and herbs. Add the Oxo to $\frac{1}{2}$ -cup of hot water. Mix with other ingredients, then put them into rolls or "pasties" and bake in hot oven.

RISSOLES.

Boiled mashed Potatoes.
Spoonful Cornflour.
Chopped Thyme.
A little Milk.
Parsley and Onion.
A little Dripping. 2 Oxo Cubes.

Mix the Oxo with a little hot milk, then mix with the potatoes into a stiff dough. Form into oval cakes, and fry in dripping till nicely browned. Serve with sauce made by putting a little Oxo in the frying-pan (after you have done the rissoles), just a little water and a spoonful of cornflour, and well stir till it boils.



OXO PASTY. (ANOTHER METHOD).

3 tablespoonfuls Rice. 3 medium Onions.
2 tablespoonfuls Lentils. 2 Oxo Cubes. 2 fair-sized Parsnips.

Stew together until quite soft with pint of water, and place in a pie-dish with short crust on top; bake in the oven, and serve with baked potatoes.

OXO PIE.

4 large Potatoes. 2 Onions.
2 Oxo Cubes. Pepper and Salt to taste.

Slice the potatoes and onions, and put them in the pie-dish in layers. Mix the Oxo in a cupful of hot water, and pour over, putting small piece of dripping on the top. Bake in a hot oven until nicely browned, and serve.

POTATO SURPRISES.

$\frac{1}{2}$ -lb. Sausage. 2 Oxo Cubes.
1 lb. cold steamed Potatoes. 1 Egg.
1 oz. Butter. Breadcrumbs.

Boil and skin sausage and divide into eight. Mash potatoes. Melt butter with Oxo and stir in potatoes and seasoning. Coat each piece of sausage with the mixture, brush with egg and breadcrumbs and fry.

VEAL MOULD.

1 lb. Veal. 2 hard-boiled Eggs.
 $\frac{1}{2}$ -lb. Ham. 3 Oxo Cubes.

Cut meat into dice. Slice the eggs and with them line a pint mould, wetted with cold water. Put in alternate layers of veal, ham and chopped egg, well filling mould. Boil veal bone with Oxo, water to cover, and a little gelatine, and fill mould with the liquor. Bake slowly for 2 hours. Serve when cold.

KEDGEREE.

1 lb. cold Fish.
 $\frac{1}{2}$ -lb. Rice.
 2 oz. Butter.

1 hard-boiled Egg.
 1 Oxo Cube.
 Parsley.

Chop up the fish after removing bones and skin. Wash the rice and drop it into boiling water with a little salt and boil until tender. Chop the white of an egg, and a dessert-spoonful of parsley, and stir with the fish and rice into the butter, after melting in a pan with the Oxo. Season to taste and heat thoroughly. Pile on a hot dish, and decorate with the yolk of egg passed through sieve and a sprinkling of chopped parsley.

OXO PASTE.

Add 1 or more Oxo Cubes to a breakfastcupful of hot water, add 2 tablespoons of lentils or cold meat if preferred, and seasoning to taste. Stew gently for 1 hour, or until lentils are quite soft, or if meat is used put it through a sausage machine. Beat thoroughly, put in a small dish, and when cold cover with butter. Splendid for sandwiches.

TOAD-IN-THE-HOLE.

1 lb. cold Meat.
 1 oz. Dripping.

3 Oxo Cubes.
 1 Egg.

$\frac{1}{4}$ -lb. Flour.

Mix the flour adding a pinch of salt and make a well in the centre. Drop in the egg and stir in very slowly with $\frac{1}{2}$ -pint of water (in which Oxo is mixed). Place meat in baking tin, well greased with melted dripping. Pour batter over and bake in quick oven about $\frac{3}{4}$ of an hour.

MINCE.

1 lb. cold Meat.
 1 oz. Dripping.
 1 Onion.

$\frac{1}{4}$ -oz. Flour.
 $\frac{1}{4}$ -pint Water.
 3 Oxo Cubes.

Mince the meat. Slice and brown the onion in dripping. Sprinkle with flour and brown again. Slowly add stock made from Oxo and water and boil for 3 minutes. Season, and add meat. Cook for 10 minutes, and serve with sippets of toast.

VEGETABLE DISH.

4 Oxo Cubes.
 $\frac{1}{2}$ -lb. Onions.
 1 Carrot.

Turnip and Parsnip (if liked).
 Pearl Barley or Marcaroni.
 Pepper and Salt.

$\frac{1}{4}$ -lb. Haricot Beans.

Soak beans overnight. Fry onions in saucepan with a little margarine or fat. When brown, add $1\frac{1}{2}$ pints of water and the Oxo, grate or mince vegetables. Then add beans, barley or marcaroni. Simmer for 1 hour. Serve with toast or mashed potatoes; a little thickening added improves it.

OXO makes delicious Gravies

SCALLOPED POTATOES.

4 boiled Potatoes.
1 Egg.

A little Salt.
1 Oxo Cube.

Pass the potatoes through a sieve, add the yolk of egg and salt, whip up the white to a stiff froth, add the Oxo mixed with a tablespoon of hot water. Mix all together. Butter some shells, fill them with the mixture. Cover with browned breadcrumbs and tiny pieces of butter. Put in the oven for 10 minutes to cook the eggs, and serve quite hot.

LENTEN DISH.

2 Oxo Cubes.
1 tablespoonful Rice.
Salt, Butter.

1 tablespoonful grated Cheese.
Dry Toast.
2 pints Water.

Put the Oxo in a saucepan with the water. When boiling, salt well and add the rice well-washed. Keep boiling, skimming and stirring from time to time until the water is absorbed, by which time the rice will be cooked. Add a good lump of butter and a piled tablespoonful of grated cheese. Stir well, and serve very hot with fingers of dry toast.

SAVOURY OMELET.

1 Oxo Cube.
1 oz. Butter.

2 Eggs.
Chopped Parsley.

Beat up the eggs with a little parsley and seasoning. Melt the butter with Oxo in a pan and stir in the eggs. Keep stirring until nearly set, then fold and turn over and cook the other side.

SCRAMBLED EGGS.

Scramble one or more eggs as required, and put them on toast, over which has been spread a layer of Oxo mixed with a little butter. Poached eggs may be served in the same way.

CHEESE TOAST.

1 Oxo Cube.
Pepper and Salt.

A little Margarine or Butter.
2 tablespoonfuls grated Cheese.
Crumbs of Bread.

Add the Oxo to a little boiling water. Put the margarine, or butter, and grated cheese into a small stewpan, add pepper and salt. When dissolved, add enough crumbs of bread to form the mixture into a cream. Serve on hot buttered toast.

OXO TOAST.

Mix a little Oxo with the butter before spreading on hot toast. This makes a delightful change for tea on winter evenings.

CASSEROLE.

$\frac{1}{4}$ -lb. cold Meat.
1 Onion.
2 Tomatoes.

2 sticks Macaroni.
2 Oxo Cubes.
Pepper and Salt to taste.

Cut up the meat, onion and tomatoes, and break up the macaroni. Sprinkle the meat with flour, pepper and salt. Put all into a casserole or vegetable dish, and bake in a moderate oven for 2 hours. Mix the Oxo with hot water, pour over and serve.

ANCHOVY EGGS.

3 Eggs.
2 oz. Butter.

1 Oxo Cube.
Lemon Juice.
Anchovy Sauce.

Boil the eggs hard and cut them in halves lengthways; remove the yolks and pound them in a mortar with butter, Oxo, seasoning, a squeeze of lemon juice, and a dessert-spoonful of Anchovy Sauce. When thoroughly blended, return to the whites, and arrange on a bed of nice fresh salad, and garnish with tomatoes.

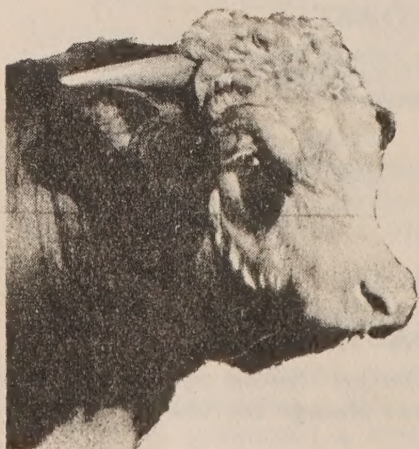
EGG AND TOAST.

4 squares buttered Toast.
1 Oxo Cube.
2 hard-boiled Eggs.

A little Cayenne Pepper,
and Salt.
Tiny sprigs of Parsley.

Spread the toast lightly with the Oxo, chop the white of 2 eggs finely, rub the yolks through a sieve, sprinkle a little of each over the toast, dust with cayenne pepper and salt, and garnish each square of toast with a sprig of parsley. Serve quickly while the toast is very hot.

The Foundation of OXO'S Goodness



The Oxo supply farms carry what is probably the largest herd of pure bred Hereford cattle in the world.

BEEF—The Source of Energy.

Household Economy

To Preserve Eggs. If eggs are put into nearly boiling water for a minute, they will keep fresh for a month. Steep them for a little while in sweet oil, and they should keep for six months.

To Remove Dirty Marks from Carpets. Use a stiff paste of Fuller's earth, magnesia and hot water. When dry, brush off briskly with a stiff brush. If the marks are not quite removed, use another application.

To Boil Cracked Eggs. Put a teaspoonful of vinegar or salt in the water. However badly cracked, the eggs should not boil out.

To Thicken Gravies. If fine oatmeal is used, it will make the gravy richer than using flour.

Useful Overall. Cut out the sleeves of an old mackintosh, turn it back to front, and shape out round the neck. This will make a useful overall for washing up.

For Washing-up. Having collected scraps of soap, dry them in a cool oven, and grate them up. This makes a useful soap powder for washing-up instead of soda, which dries up the natural oil of the skin.

To Make Drawers Slide Easily Rub a bar of soap over the edges of the drawers and on the grooves on which the drawers slide.

Cake and Biscuits. Do not store these together in the same tin, or the biscuits will become soft.

To Clean Mirrors. Use a pad of tissue paper sprinkled with methylated spirits.

To Make Potatoes Floury. Add to the potatoes a little baking powder. This will make them white and floury.

Sheets and White Lace Curtains. When these are washed for the first time, add one or two handfuls of coarse salt to the water, and let them soak over night. The salt takes out the dressing, and saves time and labour.

To Clean Suede Gloves. Put them on the hands and rub them with fine oatmeal. Obstinate stains can be removed with benzine applied with a soft piece of flannel.

To ensure Irons being clean and free from Rust. Put them on the gas for half-a-minute, then remove and wipe them on a cloth. Replace on gas and heat them up.

What to do in cases of Emergency

CLOTHING ON FIRE. A person whose clothing is alight should lie down at once with the flames uppermost. Cover him closely with a rug, or blanket, and soak with water. Then treat as for burns.

CHIMNEY ABLAZE. Shut all windows and doors; throw a few handfuls of salt on the fire, and hang a wet blanket in front to shut out any draught.

BURNING OIL. Never throw water on boiling oil or petrol. Dash sand or earth on the flames, or smother quickly with a rug or blanket.

PRECAUTION FOR DANCES AND CHILDREN'S PARTIES. Keep a syphon of aerated water at hand. If directed at the fire without delay, this often proves effective in extinguishing the flames.

CASES OF POISONING. Send for a Doctor at once, and according to the symptoms described, treat as follows : Unless the lips, tongue, or throat are burned (as by irritant or corrosive poison—acids or alkalis), give an emetic immediately ; either salt, or mustard, in a tumbler of warm water. When vomiting has ceased, administer draughts of milk, raw eggs beaten up in water or milk, strong tea, olive, sweet, or salad oil. When lips, tongue, or throat are burned, do not give emetics. Give milk, eggs, oil, gruel, limewater, fluid magnesia, chalk (plaster from wall or ceiling), whiting or carbonate of soda, beaten up, dissolved or broken up, as necessary, in a little water.

These must only be administered in small doses, frequently repeated.

NOTE.—Do not administer an emetic or any milk, fatty or oily substance when phosphorous has been taken.

INSECT STINGS. Squeeze the part firmly between finger and thumb, and remove sting if possible. Apply spirits of wine, whisky or other spirit, ammonia or permanganate of potash.

BURNS AND SCALDS. A bottle of dilute picric acid should always be kept at hand for use in cases of burning. *Your chemist will supply the correct solution.*

Applied over the affected area with a soft piece of lint or cotton wool, it soothes and protects immediately.

As an alternative, immerse the part in warm water (blood heat), or flour, olive oil, vaseline, cream or lard applied on soft clean bandages are also good.

ELECTRICAL ACCIDENTS. Do not touch a broken electric wire with the bare hand. Failing a rubber glove, cover the hand with *dry* cloth, or use a piece of *dry* wood. This also applies to any article, animal, or person in contact with an electric rail or wire. If out of doors, press the wire to the ground, so that the current may run to earth.

DEEP SPLINTERS. Nearly fill a wide-mouthed bottle with very hot water and lightly press the injured part over the aperture. The condensing steam draws down the flesh and removes the splinter without pain.

BURST WATER PIPES. Turn off water at main. Draw the fire from any grate which has a boiler. Turn on all water taps in house and so empty the cistern.

OXO Through the Ages



A thousand years ago and more
The ox's hide was the front door
To keep the cold out.

And still to-day even Moderns say
That Oxo is *the only way*
To keep the cold out.

After an accident a cup of HOT OXO quiets the nerves and reduces the effect of shock.

Kitchen Hints

BOILING, ROASTING, AND BAKING. Fresh beef and mutton, moderately fat, lose on an average about :—

	In Boiling.	In Roasting.	In Baking.
Beef... ..	4 oz. for each 1 lb.	5 oz. for each 1 lb.	5 oz. for each 1 lb.
Mutton ...	3½ oz. for each 1 lb.	5½ oz. for each 1 lb.	5 oz. for each 1 lb.

TIME TABLE.

	Baking.	Boiling.
Beef, per lb.	15 mins. and 15 mins. over	20 to 25 mins. for each 1 lb. according to the shape of the joint and kind of meat.
Mutton, per lb.		
Pork, per lb.	20 mins. and 20 mins. over	
Veal, per lb.		

For Custards.—3 to 4 eggs to 1 pint of milk, 1 tea-spoonful of vanilla to 1 quart milk.

For Blanc Manges.—2 tablespoonfuls cornflour to 1 quart of milk.

For Cakes.—1½ teaspoonfuls of baking powder to 1 quart flour; 1 teaspoonful soda to 1 pint sour milk.

EQUIVALENTS.

- 1 breakfastcupful of water or milk measures ½-pint.
- 1 wineglassful of water or milk measures ⅓-pint.
- 1 breakfastcupful of moist sugar (heaped) weighs ½-lb.
- 1 breakfastcupful crystal sugar (heaped) weighs 7 oz.
- 1 breakfastcupful butter, lard or dripping (heaped) weighs 7 oz.
- 1 breakfastcupful sago, tapioca, or semolina weighs 4 oz.
- 1 breakfastcupful flour or cornflour weighs 4 oz.
- 1 tablespoonful of flour (heaped) weighs 1 oz.
- 1 tablespoonful of moist sugar weighs 1 oz.
- 1 teaspoonful golden syrup weighs 1 oz.
- 6 ordinary-sized lumps of sugar weigh 1 oz.
- 1 piece of butter or fat, about the size of a small egg, weighs about 1 oz.



WHAT AN AVERAGE CHILD SHOULD WEIGH.

	Boys.	Girls.
5 years old ...	about 40 lbs.	about 39 lbs.
7 years old ...	about 49 lbs.	about 47 lbs.
9 years old ...	about 61 lbs.	about 57 lbs.
12 years old ...	about 82 lbs.	about 81 lbs.

Let OXO, and OXO with Milk, form a staple part of your children's diet—and see them put on weight.

OXO—Builds Sturdy Children

The "Fray Bentos" Larder



Fray Bentos Corned Beef

In 12 oz. Tins.

Fray Bentos Shredded Beef Suet

In 2d., $\frac{1}{4}$ lb., $\frac{1}{2}$ lb. and
1 lb. packets.



Also

Fray Bentos Pressed Beef, in tins
Fray Bentos Rolled Beef, in tins
Fray Bentos Ox Tongues, in glass and tins
Fray Bentos Spiced Beef and Tongue, in glass
Fray Bentos Ham and Beef, in glass
Fray Bentos Breakfast Roll, in tins
Fray Bentos Picnic Roll, in tins
Fray Bentos Soups, in tins

Sole Proprietors :

OXO
LIMITED

THAMES HOUSE, LONDON, E.C.4

also at Montreal, Cape Town, etc.

OXO—Concentrated Beef at its Best

OXO

*"And soon
to bed"*



It's "Meat & Drink" to you

OXO Limited, Thames House, London.